

SALES PROMOTIONAL WRITING INSTRUMENT

ABSTRACT

A sales promotional writing instrument comprises features that simultaneously
5 provides a point of sale marketing opportunity and discourages theft. Generally, the writing
instrument comprises a body defining a longitudinal axis. The body includes an attachment
member in a substantially transverse orientation to the longitudinal axis. The body includes a
lumen adapted to receive a typical writing insert, such as a ballpoint pen cartridge. A display
member includes at least one display surface and an insertion member. The insertion member is
10 adapted for insertion into a cavity on the attachment member. The display member can include
promotional marketing indicia such as trademarks, logos, slogans, advertisements, calendars and
schedules on the display surface.